EXAMINER'S AMENDMENT

This Office Action is in response to a communication made on March 5, 2003.

Claims 10-11, 13-14, 17-23, 28-42 are pending in this application.

The Power of Attorney has been received on August 3, 2007.

The Information Disclosure Statements filed March 14, 2003 and May 5, 2003 have been considered.

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in an email response from Carl Benson on June 7, 2010.

The application has been amended as follows:

In the claims:

Claims 1-9. (Cancelled)

10.   (Currently Amended)   A method for delivering programming for use with an interactive mass medium program output apparatus comprising the steps of:

storing a subscriber's own information at said interactive mass medium program output apparatus;

outputting mass medium <u>video</u> programming after said step of storing, <u>wherein said mass medium video programming is received from over a network</u>, said interactive mass medium output apparatus having an input device to receive input from said subscriber;

prompting said subscriber during said mass medium <u>video</u> programming for first input;

receiving first input from said subscriber at said input device in response to said prompting said subscriber, said input indicating that said subscriber wants delivery of first user specific programming referred to in said mass medium programming; ~~and~~

<u>receiving a first signal from said network based on the first input;</u>

<u>generating said first user specific programming at said interactive mass medium program output apparatus based on said stored subscriber's own information and said first signal, wherein said user specific programming is related to said mass medium video programming; and</u>

<u>outputting</u> ~~delivering~~ said first user specific programming ~~at said interactive mass medium program output apparatus wherein said first user specific programming is based on said stored subscriber's own information~~.

11.   (Currently Amended)   The method of claim 10, wherein said step of

~~outputting~~ ~~delivering~~ comprises printing said user specific programming at a printer of

said interactive mass medium program output apparatus.

12. (Cancelled)

13.   (Currently amended)   A method for combined medium programming

delivery for use with an interactive combined medium programming output apparatus

comprising the steps of:

storing a subscriber's own information at said interactive combined medium

programming output apparatus;

outputting said first combined medium programming after said step of storing,

said first combined medium programming comprising said video of general interest and

first subscriber specific information, said video of general interest received from over a

network, said first subscriber specific information generated at said interactive combined

medium programming output apparatus based on said subscribers own information;

said interactive combined medium programming output apparatus having an input

device to receive input from said subscriber;

receiving input from said subscriber at said input device in response to said first

combined medium programming; ~~and~~

receiving a signal from over said network at said interactive combined medium

programming output apparatus;

generating, in response to said signal, second subscriber specific information based on said stored subscriber's own information and said input; and

outputting ~~delivering~~ a second combined medium programming at said interactive combined medium programming output apparatus supplementing said first combined medium programming, said second combined medium programming including said second subscriber specific information ~~based on said stored subscriber's own information and said input~~.

14.   (Previously presented)   The method of claim 13, wherein said step of delivering comprises printing said second subscriber specific information at a printer at said interactive combined medium program output apparatus.

Claims 15-16. (Cancelled)

17.   (Previously presented)   The method of claim 10, further comprising the step of ordering a product based on said first input.

18.   (Previously presented)   The method of claim 10, further comprising the step of ordering a service to be performed based on said first input.

19.   (Currently amended)   The method of claim 10, wherein said step of ~~outputting~~ ~~delivering~~ comprises emitting a portion of said first user specific programming as sound at a speaker.

20.   (Currently amended)   The method of claim 10, wherein a portion of said first user specific programming is <u>outputted</u> ~~delivered~~ at a television monitor.

21.   (Previously presented)   The method of claim 10, wherein a portion of said first user specific programming comprises an image.

22.   (Previously presented)   The method of claim 10, further comprising the step of storing a record of said first input.

23.   (Previously presented)   The method of claim 22, further comprising the step of communicating said record to a remote site.

Claims 24-27. (Cancelled)

28.   (Currently amended)   The method of claim 10, further comprising the steps of:

prompting said subscriber for second input during said step of delivering;

receiving said second input; and

delivering second user specific programming at said interactive ~~interactive~~ mass

medium program output apparatus based on said second input.

29.   (Previously presented)   The method of claim 13, wherein said

subscriber's own information comprises property information.

30.   (Previously presented)   The method of claim 13, wherein said

subscriber's own information comprises financial information.

31.   (Previously presented)   The method of claim 13, wherein said

subscriber's own information comprises at least one of a history and a projection.

32.   (Previously presented)   The method of claim 13, wherein said

subscriber's own information comprises at least one of a revenue and a profit.

33.   (Previously presented)   The method of claim 13, further comprising the

step of modifying said subscriber's own information based on said input from said

subscriber.

34. (Previously presented) The method of claim 13, further comprising the step of communicating a portion of said subscriber's own information to a remote station.

35. (Previously presented) The method of claim 34, further comprising the steps of:

generating programming at said remote station based on said step of communicating; and

transmitting said generated programming to said interactive combined medium programming output apparatus.

36. (Previously presented) The method of claim 35, wherein said step of delivering is based on said steps of generating and transmitting.

37. (Previously presented) The method of claim 13, wherein a portion of combined medium programming is outputted at said interactive combined medium programming output apparatus as a sound.

38.   (Previously presented)   The method of claim 13, wherein a portion of combined medium programming is outputted at said interactive combined medium programming displayed apparatus as video.

39.   (Previously presented)   The method of claim 10, wherein said subscriber's own information comprises preference information.

40.   (Previously presented)   The method of claim 10, further comprising the steps of:

receiving a first control signal from a remote station, and

storing a portion of said subscriber's own information at said interactive mass medium program output apparatus in response to said first control signal.

41.   (Previously presented)   The method of claim 40, wherein a second control signal is received from said remote station following said step of storing said portion of said subscriber's own information, said method further comprising the step of processing said stored portion of said subscriber's own information in response to said second control signal.

42.   (Currently amended)   The method of claim 41 [42], further comprising
the step of outputting second user specific programming at said interactive mass
medium program output apparatus based on said step of processing.

Reasons for Allowance

The following is an examiner's statement of reasons for allowance:

Regarding claims 10 and 13; the closest and most relevant prior art (Yourick
4775935, Smith 4786967, McKenna 4658290, Seth-Smith 4829569) fails to teach,
suggest, or make obvious a television receiver type device which receives signals from
the network, stores subscriber profiles locally, receives input from the subscriber,
generates at the receiver subscriber specific content to be outputted to the subscriber,
the specific content being generated utilizing the stored subscriber information and
subscriber input.

Any comments considered necessary by applicant must be submitted no later
than the payment of the issue fee and, to avoid processing delays, should preferably
accompany the issue fee. Such submissions should be clearly labeled "Comments on
Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the
examiner should be directed to KEVIN BATES whose telephone number is (571)272-
3980. The examiner can normally be reached on M-F 8 am - 5 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's
supervisor, Rupal Dharia can be reached on (571) 272-3880. The fax phone number
for the organization where this application or proceeding is assigned is 571-273-8300.

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USPTO Customer Service Representative or access to the automated information
system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/KEVIN BATES/
Primary Examiner, Art Unit 2456